5/17/79

Renewal Income.

on 19 – 2.5% more
on 20 – 3% more
on 21 – 10% more
on 22 – 25% of pool

19 180
20 105
21 290
22 940

} 1515 x avg order = $ generated by renews.

average renewal order: $13.85

20
1724 – 882 } $13.28
1728 – 146 }
1324 – 874 } $13.82
1328 – 272 }
0924 – 648 } $14.26
0928 – 218 }
0524 – 129 } $13.65
0528 – ~~129~~ 29 }
0124 – 194 } $14.15
0128 – 61 }

21
1825 – 468
1829 – 88
1425 – 891
1429 – 188
1025 – 689
1029 – 169
0625 – 263
0629 – 73
0125 – 17
0129 – 7

882 × 12 = 10584 } 13650#
146 × 21 = 3066 }
1028

$1028\overline{)\,13650\#\#}$ = $13.28

---

874 × 12 = 10488 } $15150
222 × 21 = 4662 }
1096

$1096\overline{)\,15150}$ = $13.82

---

648 × 12 = 7776 } 12354
218 × 21 = 4578 }
866

$866\overline{)\,12354}$ = $14.26

---

129 × 12 = 1548 } 2157
29 × 21 = 609 }
158

$158\overline{)\,2157}$ = $13.65

---

194 × 12 = 2328 } 3609
61 × 21 = 1281 }
255

$255\overline{)\,3609}$ = $14.15

avg on
#20 =
$13.83

✓

468 × 12 = 5616 }
88 × 21 = 1848 } 7464
556

556)7464 = $13.42

---

891 × 12 = 10692 }
188 × 21 = 3948 } 14640
1079

1079)14640 = $13.57

---

689 × 12 = 8268 }
169 × 21 = 3549 } $\frac{11817}{858}$
858

$13.77

avg ord.
#21
$13.87

---

263 × 12 = 3156 }
73 × 21 = 1533 } $\frac{4689}{336}$
336

$13.95

---

17 × 12 = 204 }
7 × 21 = 147 } = $\frac{351}{24}$
24

$14.63

3

average renewal order
$13.85 X 1515 =
$20982.75

Subscriptions

m/9/9

71
86
119
94
111
65
88
110

weeks X #/week X avg. order = $
13 X 95 X 13.86 = $17117.1

average order (random selected source code groups.)

	punch	1 yr.	2 yr.		
6201	46	104	19	171	13.39
6202	20	120	4	144	18.42
6203	54	99	28	182	13.98
6204	6	28	1	35	12.31
6211	20	58	8	86	13.09
6212	7	63	1	71	12.14
6213	4	27	6	37	14.52
6214	1	8	1	10	13.00

$13.86

168
[illegible]

104 x 12
19 x 21
123

1647 / 123 = 13.39

1248
399

120 x 12 = 1440
4 x 21 = 84
124

2284 / 124
18.42

4

11.59

$\left.\begin{array}{r}99\times12\\ \underline{28\times21}\\ 127\end{array}\right\}$ $\frac{1776}{127}$ $\boxed{13.98}$

$\left.\begin{array}{r}28\times12\\ 1\times21\end{array}\right\}$ $\left.\begin{array}{r}336\\ 21\end{array}\right\}$ $\frac{357}{29}$ $\boxed{12.31}$

$\left.\begin{array}{r}58\times12\\ \underline{8}\times21\\ 66\end{array}\right\}$ $\frac{864}{66}$ $\boxed{13.09}$

$\left.\begin{array}{r}63\times12\\ \frac{1}{64}\times21\end{array}\right\}$ $\frac{777}{64}$ $\boxed{12.14}$

$\left.\begin{array}{r}27\times12\\ 6\times21\end{array}\right\}$ $\frac{450}{31}$ $\boxed{14.52}$

$\left.\begin{array}{r}8\times12\\ 1\times21\end{array}\right\}$ $\frac{117}{9}$ $\boxed{13}$

Sub $ 17,120.00

renew 20 983
sub 17 120
38 103

40,000
5,000 RFSA
45,000